

existing Kennedy Street institutions, such as (but not limited to) the Roots Charter School and Phi Beta Sigma, Inc.

In addition to discussing these resources, the planning team also urged that an organization representing the collective interests of Kennedy Street's residents, businesses, and institutions be established as a major vehicle with the capacity to access these agencies and advocate for dollars and other resources needed to make real the vision and goals for a revitalized Kennedy Street.

### COMMENTS AND CONCERNS

Advisory Committee members discussed the recommendations at some length, suggesting that more attention be paid to opportunities for new green space or, more generally, for a more aggressive "greening" of Kennedy Street. They also noted

that the corridor could benefit from somewhat greater densities at either end than what were shown.

There was also considerable discussion regarding the kind, composition, and character of an organization that could represent Kennedy Street's interests. Although the issue was not resolved during the meeting, there was clear interest in continuing discussions to see where and how

the area's existing organizational assets could be brought together to create the right kind of institutional underpinning for the revitalization plan's implementation.

### FUTURE MEETINGS

- Thursday, **October 11, 2007**—Advisory Committee Meeting to refine recommendations and draft plan. 6:30 pm–8:30pm, 4th District Police Station at 6001 Georgia Avenue, NW Washington, DC 20011 202-715-7400
- Thursday, **October 25, 2007**—Final Public Meeting on draft plan recommendations: 6:00pm–8 pm Emery Recreation Center 5801 Georgia Avenue, Washington, DC
- Late November or Early December—Mayor's Public Hearing on Draft Plan—date and location To Be Determined.

### Reminder

The next Public Meeting, to discuss the draft recommendations and design guidelines, will take place on Saturday, September 29, at the Plymouth Congregational United Church of Christ, Social Hall, 5301 North Capitol Street NE, Washington DC 20011, from 10 am until Noon. Parking available in the lot off Riggs Road and North Capitol St.

### IF YOU HAVE QUESTIONS OR WANT TO KNOW MORE...

For more information about this and other planning activities, visit the Office of Planning's Website at [www.planning.dc.gov](http://www.planning.dc.gov). Click on "**Neighborhood and Revitalization Plans**" and then check under **Ward 4**.

You can also contact:

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# Kennedy Street Revitalization Plan

SEPTEMBER 2007 **UPDATE**



\*\*\* Government of the District of Columbia  
ADRIAN M. FENTY, MAYOR  
HARRIET TREGONING, DIRECTOR, OFFICE OF PLANNING

## Advisory Committee meets to review emerging recommendations for Kennedy Street

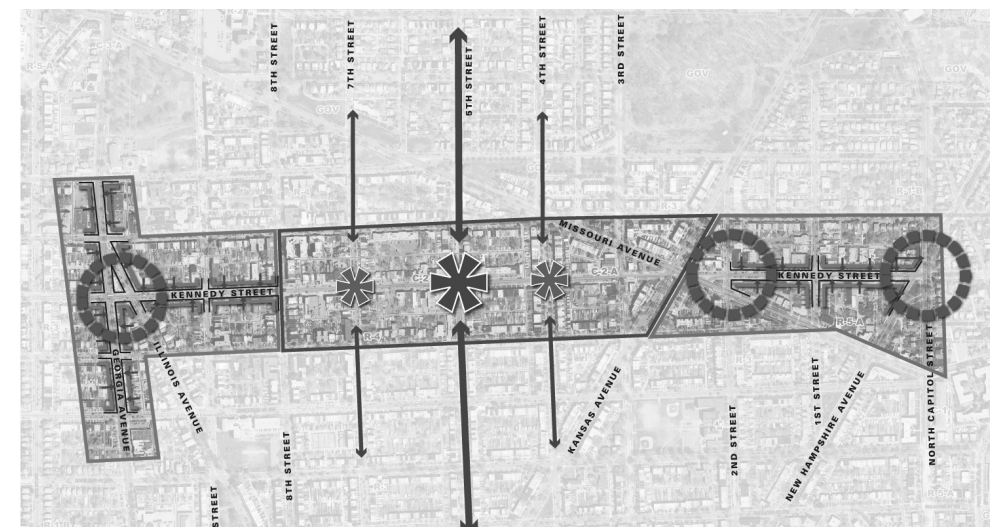
On September 6, members of the Advisory Committee met with the planning team to discuss the preliminary development scenarios and recommendations that have emerged in response to the community's vision and goals for Kennedy Street.

To set the stage for a presentation of the recommendations, the team first reviewed the corridor's major opportunities and challenges that had been identified by community members during the first public meeting. Moving into the July 21 community workshop, the discussion then focused on the community's vision and goals, and the major themes embodied by those goals:

- Creation of a dynamic and beneficial environment
- Careful attention to neighborhood-scaled urban design
- Economic development that strengthens existing local businesses while creating opportunities to welcome new ones
- On-going plan monitoring and implementation characterized by collaboration and partnering

See the "Vision" Document attached to this newsletter

### LOOKING AT KENNEDY STREET AS A WHOLE



Before moving on to a description of major development scenarios for Kennedy Street, the planning team reviewed the corridor as a whole, and its major segments.

**KENNEDY’S RETAIL STRATEGY**

Based on a preliminary market assessment, the business environment along Kennedy street has the potential to grow to include retail uses that are more attractive and in tune with the desires of the surrounding neighborhoods. This planning process hopes to develop a business strategy that would identify ways in which existing businesses can be included in Kennedy Street’s future as well as to provide opportunities for new businesses to be cultivated into that process. The planning team, in conjunction with the Advisory Committee, over the past few weeks, have talked with many of the businesses along the corridor to compile information on the issues they are facing. Help us in crafting this strategy by participating in the survey! It’s not too late! Contact Malaika Abernathy at Malaika.Abernathy@dc.gov; 202-442-7617 for additional information.

**KENNEDY’S EXISTING CONDITIONS**

The team proposed that the first segment, from North Georgia to 8th St., should be seen in the context of its proximity to N. Georgia. Although this segment contains limited amounts of traditional retail storefront, it does have retail and commercial activities operating within existing residential building.

The second, from 8th St. to the Kansas/Missouri intersection, was noted as containing a balanced mix of traditional housing and retail/services, with several strong, continuous intact blocks.

The third, from the intersection to N. Capitol, was shown as featuring continuous broad sidewalks, predominantly larger buildings and lots, and housing in predominantly larger buildings. The team also proposed a “brand” for the area, calling is “East of MoKa” [Missouri/Kansas], suggesting a vibrant, dynamic district for both residents and non-residents, with activities spilling out of buildings and onto the sidewalks.

**IDENTIFYING OPPORTUNITY SITES FOR REDEVELOPMENT**



The major part of the meeting was devoted to a discussion of the opportunities to create special places within these segments, or zones. The first, at the intersection of N. Georgia and Kennedy St., featured multi-story, mixed-use buildings on either side of Kennedy, with active retail and services at the ground levels.

For the corner of 5th and Kennedy Streets, the team presented a development scenario that included expanded activity that would essentially be a neighborhood retail/transit “hub,” with additional height at the corner, and careful transitions to neighboring 2-story buildings. To create a continuous, active edge to the street, the team proposed relocating the parking lot on the southeast corner to the interior of the site.



The Missouri/Kansas intersection was seen as an opportunity to create a new park that would serve as a community gathering space. At the same time, landscaping, highly visible specialty sidewalks, and dedicated signage at the intersection would greatly enhance pedestrian safety.

The site at the corner of Kennedy and N. Capitol was seen as an opportunity to establish new destination retail/restaurants in a highly visible location that would announce the corridor to the wider district. At the same time, new affordable housing was envisioned for the upper floors of new construction.



**MOVING TO IMPLEMENTATION**

The discussion that followed focused on implementation – on the various tools and financing mechanisms, from both City and non-City sources, that should be considered as key components of an implementation strategy. Various District agencies, partners, and resources were identified that could potentially support and help drive Plan’s developing recommendations. Opportunities for in-kind programmatic and maintenance support were suggested for a few